the ALBERTA story

Presented by GAINERS LIMITED

Prepared by
HAL MARTIN
Statistics from the Government of Alberta
1960

•

Photos—Courtesy Government of Alberta
Government of Alberta Ernest Brown Collection.

R45
JA

THE ALBERTA STORY

The purpose of sponsoring the publishing of this most interesting collection of data or historical review about our province was to satisfy the desire of the old established firm of Gainers Limited to mark the occasion of the 70th Anniversary of its founding in a useful and appropriate manner.

It is intended to be an expression of appreciation of our fellow Albertans whose patronage and loyal support of this pioneer Alberta enterprise has made it what it is today. One of the foremost producers of fine quality meats in Canada, it is still after 70 years of constant operation one of the very few, indeed, perhaps the only one that can claim to be what it was when it started in 1891. It is a wholly owned Alberta company with its products still growing in popularity and its management and staff still imbued with enthusiasm and faith in the future of our amazing province.

As one reads of the fears that seem to be so frequently expressed these days about the influence of foreign financial control of our Canadian resources and industries, we are happy that we can say that whatever is earned in our operations remains in Alberta. The control of our policy is in Alberta and surely we may say that what is good or bad nationally may apply with equal force provincially.

Perhaps of even greater importance to a young and growing province than financial and policy controls of its industries, is the fact that the officers and key personnel of Gainers Limited are Alberta ns who are permanently resident in and have a stake in the province.

This makes possible a contribution to our social and community life which has been going on continuously throughout the years. Members of our organization have served as Alderman, presidents of the Chamber of Commerce and the Junior Chamber of Commerce, presidents of Service Clubs, Chairman of a Hospital Board, many with records of long and continuing service on many Church boards, Colleges, and Charitable boards, sports and recreation groups, etc.

Our staff has a feeling of belonging and amongst its members there are some who are the third generation of their families to have made their careers at Gainers.

Little wonder then that in marking our 70th milestone we should want to express our gratitude in a tangible way. If this booklet with its reminders of the way we Albertans have come, set out in pictures and narrative, stirs warm memories in the hearts of our contemporaries and proves informative, stirring and inspiring to our younger keen Albertans, we shall be content in our effort to acknowledge our debt to Alberta.

GAINERS LIMITED.

May I extend every good wish for the continued success and growth of Gainers Limited on the occasion of their 70th Anniversary of business in Alberta. It is especially gratifying to mark the anniversary of a wholly Alberta owned firm whose period of constructive participation in the economic and social life of the community exceeds the life-span of the Province itself.

HON. E. C. MANNING
Premier.

A Blackfoot Indian encampment in 1883, little changed from those seen by the earliest white men in the province.

THE FIRST WHITE MEN

ALBERTA, WITH ITS 255,825 square miles of territory, is a comparatively new political division in Canada. It was formed through the division of the Northwest Territories in 1905. Nonetheless, the recorded history of its area goes back many years prior to that. It was given recognition of a sort as long ago as 1670 when it formed part of the tremendous areas ceded by royal charter to the Hudson's Bay Company. Since that time, it has prospered in each of its several identities through the courageous efforts of individuals and the initiative of commercial enterprise.

The first white man to arrive in the area now forming this province was Anthony Henday, a fur trader with the Hudson's Bay Company. He travelled a thousand miles overland in 1754 from Fort York on the shore of Hudson Bay as far west as a point past what is now Red Deer, where a cairn commemorates the westernmost limit of his travel. His mission was a commercial one, to encourage trade between his firm and the Blackfeet Indians. His trip was unsuccessful, the Indians seeing no merit in the long journey to the Hudson Bay fort.

Almost a quarter century passed before the second white man pushed his way westward to again reach Alberta territory. Again commercial competition was responsible. Peter Pond, an aggressive member of the enterprising North West Company, brought his trade goods to the Indians rather than trying to entice them eastward. He built a fort at what is now Fort Chipewyan in 1778, and his establishment became a vital link in the expanding chain of forts and trade posts that sprang up throughout the foothill country.

Peter Pond unwittingly established another record. Successfully growing grain and a few vegetables beside his rude encampment, he became the first farmer of Alberta.

The fierce struggle for advantage in the bitter fur wars that raged across the west compelled rapid expansion by the Hudson's Bay Company, the North West Company and many smaller independent organizations. Isolated posts and forts were built and abandoned in rapid sequence along the province's waterways as each strove for the advantage.

This bitter conflict raged until 1821, when the Hudson's Bay Company and the North West Company amalgamated under the former's name. The amalgamation perhaps unwittingly foretold the beginning of the decline of the fur trade in the west. In those years, millions of dollars changed hands through the sale of furs. Last year, fur trade in Alberta produced just over two million dollars in sales.

In 1869, the Hudson's Bay Company recognized the change in times and circumstances of the new colony. The vast territories deeded to it by royal charter, known as Rupert's Land, were sold to the Canadian government for the sum of $1,350,000. The greater part of these thousands of acres eventually became the provinces of Alberta and Saskatchewan. As an intermediate step, following the sale, the whole vast tract became known as the Northwest Territories. The Territories were divided into four provisional districts called Alberta, Assiniboia, Saskatchewan and Athabasca.

There are few visible remains today to mark the sites of instances of heroism, courage and hardihood that characterized the lives of the doughty men who first opened up this vast territory. Their small forts are long gone. Some were abandoned as their need dwindled. Others were beseiged, sacked and destroyed by marauding Indians fiercely resentful of the white intruders. A few survived, to become towns and cities.

Cairns mark some of those historic places. One locates Fort Fork, eight miles southwest of Peace River town, which was built by Sir Alexander Mackenzie and his ragged band as they wintered over 1792 - 93 on their search for the path to the western sea.

Macleod's Fort on the Peace River has fallen to heaps of rubble and bare outlines of locations of pallisades, buildings and fireplaces, scarcely identifying the spot where in the late 1790's Archibald Norman Macleod built an outpost for the North West Company. Today, only a short distance away, at the site of the soaring new bridge over the Peace at Dunvegan, stands the St. Charles mission, restored to its original state when built in the early 1800's.

One of the first reasonably accurate maps of a good portion of Western Canada was prepared by David Thompson, an employee at various times of the Hudson's Bay Company and the North West Company. An expert geographer with the most rudimentary equipment, he explored and mapped the mountains and plains areas from 1789 when he first came to this part of the west. He discovered the Athabasca Pass and opened new districts to trade. He was based for many years at Rocky Mountain House, the chimneys of the fort he used still standing and suitably marked near the modern little town today.

Many were the forts and posts established during this busy fur trading period. Colorful in name, and often transient of life, they served as vital links in the tenuous lines of travel for trapper, trader and explorer. Such places as Buck Lake House, Fort Chipewyan, Quagmire House, Boggy Hill, Fort White Earth, and many others of equally apt name testify to the cynical humor of the hardy pioneers.

The arrival of an official at an early Hudson's Bay Co. fort, as depicted by an artist. Note the piper in the canoe.

ALBERTA'S EARLY FORTS

A view of a group of Stoney Indians at an early trading post at Pincher Creek.

FOR SEVERAL YEARS AFTER the Canadian Government acquired the Northwest Territories, it was virtually open country with no convenient administration or capable field of law enforcement. The tremendous herds of buffalo that once roamed the plains were rapidly being slaughtered to extinction. Market for their hides encouraged traders from south of the international border to come north. Some opened what came to be known as "whisky forts", from the habits of the traders of offering that type of spirits to the Indians to encourage trade. This differed from the rum that had previously been used as a trade stimulant by those coming from across the Atlantic. These whisky forts too, bore peculiar names, such as Fort Whoop Up, Kipp, Slideout, Spitzee's Post, Fort Standoff, and others of wide notoriety.

A graveyard today is all that remains of one of the biggest communities in Alberta, that held a population estimated to have reached 2,000 at times. Tail Creek, a town of log and sod shacks, and peculiar domiciles built partly as caves into the sides of the hillside, established itself in 1870 near what is now Stettler, with maximum population being attained during the winter months. The roistering community was almost entirely made up of those engaged in hunting buffalo, and Tail Creek was their wintering headquarters. When the buffalo disappeared, so did the town. Only unusual graves and headstones mark the location of this once bustling community.

Operation of these forts, and the exploitation of the redman came to an abrupt halt in 1874 when a long train of scarlet coated Northwest Mounted Police trekked across the plains from Manitoba to Alberta, bringing a measure of law and order to this outpost of Canadian sovereignty. One major duty of the N.W.M.P. was to arrange treaties with the Indians, to ensure peaceable relations with the whites, and to arrange for Indian reservations with both groups.

The North West Mounted Police unit of some 300 men who made the famed trip across the prairies left Dufferin, Man., July 8th, 1874, and had reached a point where Medicine Hat now stands by September 6th. The march had been a difficult one, so difficult in fact that many of the horses had perished along the way, along with many head of cattle the unit brought with them.

The force divided, with the majority of the ill animals and some of the men heading for Fort Edmonton under Inspector Jarvis. The main unit proceeded to Fort Benton, in Montana, where they wintered and, after enlisting Jerry Potts as a scout, returned to Canada proceeding as far as the Oldman River where the North Trail crossed. Here they built a fort and named it after Col. Macleod.

A subsequent detachment proceeded north to the junction of the Bow and Elbow, and established a fort at what was named Calgary, after a town in Scotland.

The first treaty was signed with the Cree and Wood Stoney Indians in 1876. A year later, the famous Treaty Seven was signed with the majority of the western tribes, including the Stoney, Sarcee, Blood, Peigan and North Blackfeet tribes. This treaty removed the threat of aggression by the greater portion of the Indian population in this part of the west. Only a few northern tribes were not under treaty, and Treaty Eight covered these over their signatures in 1899. Since that time, the Indians have fought to retain the rights promised them under the treaties they have honored so faithfully.

It is interesting to know what these treaties contained. One such guaranteed:

A reserve of one square mile for each family of five;

Treaty presents of $12 for Indians, $25 for chiefs and $15 for headmen;

Flags and medals;

A Winchester rifle for each Head Chief, minor chief and Stoney chief "as soon as convenient";

A minimum of two cows per family, or seed and implements in lieu of cattle;

Annuities of $25 to chiefs, $15 for headmen, $5 for Indians; $2,000 for the purchase of ammunition as long as it is necessary;

Triennial suit of clothes for chiefs and councillors;

Agreement the government would pay teacher's salaries, etc.

Trader Colin Fraser sorts furs traded with northern Alberta Indians in 1880.

Rev. John McDougall, (right) with Rev. R. B. Steinhauer (left rear) a full blooded Indian missionary, Jonas Big Stoney, (left front) Pakan, Cree head chief (centre), and Samson, Cree Chief (right rear).

Today, it is recognized that many of the Indian leaders who controlled their many tribes and nations were statesmen of outstanding ability. Their negotations with the Crown were astute and dignified. Such chiefs as Samson, Chief of the Crees; Pakan, head chief of the Cree nation; Crowfoot, outstanding leader of the North Blackfeet; and Red Crow, leader of the warriorlike Blood Indians, were responsible for the transition of the once fierce tribesmen to bands of peaceful ranchers and farmers.

THE MISSIONARIES

MUCH CREDIT FOR BRINGING civilization to the west can be given to the missionaries of many faiths, whose work required practical education as well as spiritual leadership. One of the first to bring religion to the Alberta Territory was Methodist missionary Rev. Robert Rundle, who came first to Fort Edmonton in 1840. He was followed closely by Father Jean Thibeault, of the Roman Catholic church.

Outstanding and dedicated workers of many faiths have been immortalized with giving of their names to places and sites. They include such well

These Red River carts en route to Fort Edmonton with a load of furs from northern Alberta in 1890, were popular conveyances in muskeg country.

known names as Rev. George McDougall, and his son, Rev. John McDougall; Father Albert Lacombe, Father Emile Grouard, Rev. Thomas Woolsey, Father Emile Legal, Rev. John Maclean and Bishop Vital Grandin.

By denomination in Alberta today, the most numerous are those of United Church adherence. Next are members of the Church of England, then the Roman Catholics, and Lutherans and Eastern Orthodox communions, members of the Church of the Latter Day Saints, the Baptists and the Methodists.

This western land was rarely outraged by major attacks by Indians on the whites, as happened often further south. One instance is recorded of an attack on a wagon train, an offshoot of a larger train further south in Montana. The party of 12 men, women and children were slain in 1867 at a spot near Cowley by a war party of Blood Indians under Medicine Calf.

THE ALBERTA FIELD FORCE

IN 1885, AS PART OF THE UNREST in conjunction with the Riel Rebellion in Saskatchewan, a band of Cree Indians under Chief Big Bear struck at Frog Lake House where they slew nine men and took several captives. The band was eventually pursued and apprehended, by the Alberta Field Force. The captives were freed, Big Bear was sentenced to a jail term, and eight other braves were hanged.

The Riel uprising in 1885 was the occasion for the rapid formation that year of the military unit to become famous as the Alberta Field Force, made up of some 150 men recruited from the Calgary - Fort Macleod area, and regular militia totalling some 600 men from Montreal and Manitoba. This force under Major General Thomas B. Strange, then ranching near Calgary, effectively controlled unrest in Alberta during the period of alarms and concern over events in Saskatchewan.

AN ALL-ALBERTA COMPANY

1891 - 1961

By A. M. MacDONALD, Vice-President and General Manager, Gainers Ltd.

JOHN GAINER

To the writer who has been associated with Gainers Limited during 50 of the firm's 70 years of "growth" from a very small seedling, this could never be a vainglorious, cheap success story. There are too many memories of very humble people who have made their contribution, who nurtured the "growth"; too many recollections of advance and retreat, of brilliant forays and desperate rearguard actions when the opposing forces of circumstance seemed almost certain to overwhelm the struggling company. Because this business was built in a pioneering period by people of great faith in the future of the country it, of necessity, is a human story of tenacity and sacrifice and not of financial wizardry.

Birth of Founder

The founder, John Gainer, was born in St. Marys, Ont., in 1858, of Irish parentage. His parents both died while he was very young and at the age of nine years, not taking very kindly to the stern discipline of an uncle with whom he was living and even less kindly to the all-too-frequent canings of his schoolmaster, he decided he could get along without these ministrations and set off on his own to improve matters. How this spirited and independent child fared while growing to maturity is a closed book to the writer but it can be well imagined that such an apprenticeship in life had a good deal to do with that stubborn tenacity that stood him in such good stead in later years when the going was rough and many of his contemporaries gave up the fight.

He married Miss Crawford in his twenties and journeyed to North Dakota. After a short sojourn there the call of his native land brought him to Pilot Mound, Manitoba. The west was opening up then and the railways were branching out. Like so many young men, the urge to "Go West" was insistent and we find him in Calgary when the first train was leaving for Strathcona. He climbed aboard and after a journey of 18 hours arrived in what was to prove his promised land.

By the time John Gainer got his wife and small but growing family located, he counted up the balance of his savings and found his total capital amounted to some $250.

Being hardly enough to launch out into a packing house enterprise, he took a part of his dwelling and opened it up as a retail meat market. Like any other small country butcher, he had to kill and dress livestock, sell it in his shop and dispose of it around the community with a one-horse rig, often trading his products for more livestock. In the meantime Mrs. Gainer found time from her family duties to assist in the meat shop and bake bread and cakes to round out their idea of the complete foodshop.

The spread westward of the main and branch lines of the G.T.P. and Canadian National lines brought large crews and hungry workmen and the retail meat market found itself developing into a wholesale business as well. In those days John Gainer became a familiar figure as he made his rounds with team and buckboard from farm to farm picking up a few calves or pigs, loaded on his rig, and towing a couple of cattle behind.

He built a slaughterhouse near the C.P.R. depot and a brick store on Whyte (82nd) Avenue with facilities for curing and smoking meats. The business was growing and so was the family and one by one the older boys found their services in demand. Arthur, Chester and Clifford were soon in harness and proved themselves "chips off the old block."

Acquired Site

With more foresight, Mr. Gainer acquired a piece of property near Mill Creek which was to be the site of his packing house. True, it was a very modest beginning. He moved his little two-by-four meat market on to this site as an office, where it still stands with lean-to's added on three sides. Behind that, a frame structure for his plant and a boiler house, a barn for horses and corrals for cattle, sheep and hogs. By the standards of today, it would hardly be called a packing plant but it bore the proud title "J. Gainer & Company Abattoir". Retail

markets were being operated in Edmonton, Strathcona and Wetaskiwin, live hogs were being shipped to the Kootenays and the Gainers were beginning to gather around themselves the nucleus of a staff.

Firm Incorporated

The company had been incorporated in 1911 as "Gainers Limited", with John Gainer president, a position he held until his death in 1938.

Arthur G. Gainer, the eldest son, was appointed managing director at the same time and to the solid qualities and vision of this much-loved and highly respected executive must go much of the credit for the marked progress of the young company. He had that rare faculty of surrounding himself with loyal and capable workmen and executives.

His passing at the early age of 53 in 1937 was a tragic blow to the business and was a loss that was felt throughout the community and countryside.

Two other sons of the founder, Chester and Clifford, served the Company well. The latter succeeded his brother Arthur as General Manager, a position he held until his sudden passing in 1957.

The two youngest boys of the family, Herbert and Lloyd, who were learning the business, fell in action in the First World War.

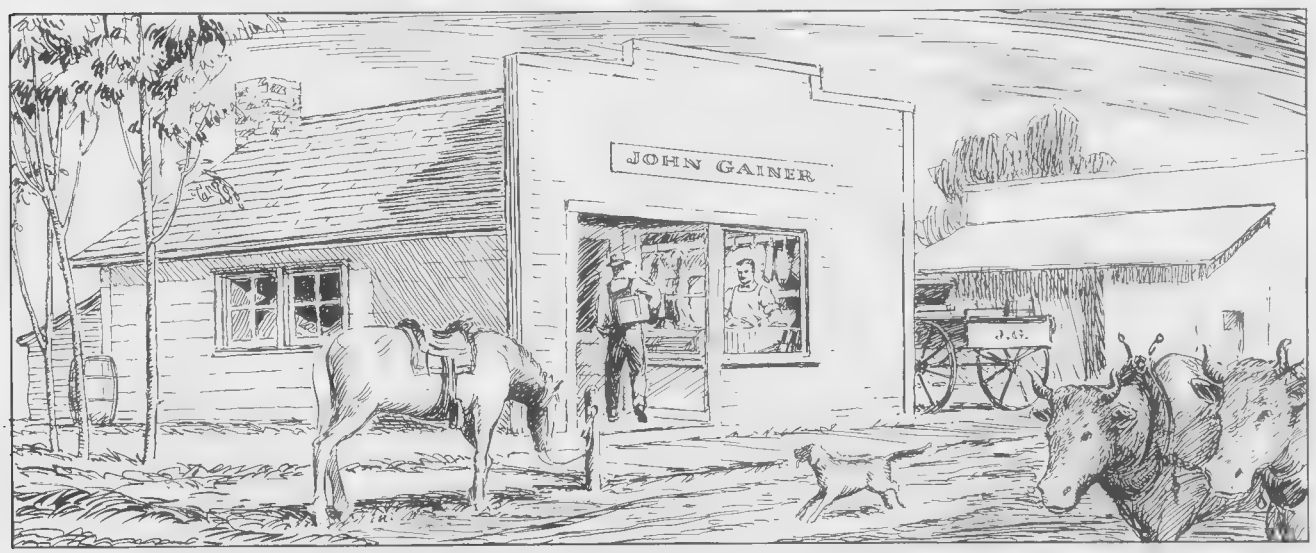
The firm is still, however, a family affair headed by Harold E. Gainer as president, son of Arthur, and grandson of the founder.

Outside the immediate family, the company has enjoyed throughout the years the able and faithful services of many loyal associates—too many indeed to enumerate—who have spent the major part of their lives on the company staff. Many have served more than 25 years; some up to 50 years. There are presently on the staff some young people who are the third generation of their families to have found employment at Gainers. This is quite noteworthy in the industrially young Province of Alberta.

It might be equally worthy of note that cheques in payment for live stock are regularly being issued by Gainers to farmers bearing the names that were familiar to the writer 50 years ago, presumably the descendants of those hardy pioneers who first broke the soil of our rich Alberta farm lands.

We are tempted to add to the record, because it is true, the frequent testimony of housewives who tell us they use Gainers lard for baking because their mothers and grandmothers did so.

So it is perhaps understandable that the province of Alberta is very dear to the heart of its lusty son born and raised in the province—Gainers Packing Plant.



INAUGURATION OF A PROVINCE

BY THE BEGINNING OF THE CENTURY, the population of the territories had become so large and the demands for self representation so strong that administration of the Territory from Regina could no longer be considered effective. In February, 1905, the Bill of Autonomy was introduced into the Canadian House of Commons at Ottawa. It was passed July 5 of the same year. The bill provided for the formation of the provinces of Alberta and Saskatchewan and the redesignation of the Northwest Territories. It was passed by the Senate two weeks later and received Royal Consent. Official inauguration of the Province was September 1, 1905.

The name "Alberta" was given the province by the Marquis of Lorne, who was Governor General of Canada at the time of Confederation. It was the favorite name of his wife, Princess Louise Caroline Alberta. It had previously been given to one of the smaller districts making up the North West Territories and was transferred to the province at the time of incorporation.

Brief but intense public discussion over the most acceptable location for the capital was terminated when Edmonton was chosen over Calgary, Banff and Red Deer. Strong popular pride in the new province encouraged the start of construction of the Legislative Building in 1907. Financial help was provided by the federal governmen to the extent of $1,000,000. The building's design and fine finishing makes it as impressive today as the day it was erected.

The first elected legislature, consisting of 25 elected representatives, gathered at the Thistle Rink in Edmonton, March 15, 1906, to conduct the first session of the Alberta Legislature. Speech from the Throne was read by Lieut. Gov. L. G. Bulyea. Hon. A. C. Rutherford led the first government, which was Liberal. The Hon. Mr. Rutherford held the portfolios of Education and Provincial Treasurer. The Executive Council included Hon. C. W. Cushing, Minister of Public Works; Hon. C. W. Cross, Attorney General; Hon. W. T. Finlay, Minister of Agriculture and Provincial Secretary; and the Hon. L. G. DeVeber, Minister without Portfolio.

First structure to be constructed was the Terrace Building, where the seat of government was located until the Legislative Building was completed. The Terrace Building still stands and is in use today.

A view of the Legislative Building under construction with old Fort Edmonton in the foreground.

EARLY TRAILS IN ALBERTA

MOST OF US TODAY ASSUME THERE is a defined route to follow to reach any given point in Alberta. We depend on a network of roads, paths, and trails to get us to where we are heading. Pioneer settlers had no such nicely laid out routes. They were forced to use either animal trails, Indian trails, or blaze their own routes.

Initially, water routes were most commonly used means of transportation. The most important water route followed the North Saskatchewan and served trading posts on its banks on both sides of the Rocky Mountains. Fort Edmonton was a major distribution point for bulk goods from the east destined for lesser places further west, even to the west coast.

Return route from the west coast and Fort Vancouver was by canoe up the Columbia to Boat Encampment. Pack horses were used from there to Henry House on the Athabasca River, near what is now Jasper. From Henry House there was a choice of routes; direct by horse to Edmonton or by boat down the Athabasca to Fort Assiniboine and thence by pack horse to Fort Edmonton.

The Yellowhead Pass route was adapted to the above route about 1825, where a turnoff was made near Henry House via the Miette River.

A water route through Rocky Mountain House was used briefly from 1807 to about 1811 or 1812.

Overland trails were usually development of original Indian trails, with the Blackfeet, Crees and Mountain Stoneys originating them in the area about Edmonton. These led from the community back into the Indian hunting and trapping grounds.

From Edmonton to Jasper, the trail made by the Mountain Stoneys is now followed by the C.N.R. mainline.

The Blackfeet made the original trail between Edmonton and Calgary, now followed by the C.N.R. line; and the same railroad follows the original Wood Cree trail from Edmonton to St. Paul.

Another important trail, which led hundreds of settlers into the province was the Benton Trail, running from Fort Benton in Montana to Fort Whoop-Up in the Lethbridge area. This route, which was developed around 1870, later was extended right to Calgary.

One trail made famous in folklore is the Klondike Trail, in the Yukon, used by gold seekers in the late 1890's. Edmonton as the end of steel at that time, was used by thousands of gold seekers as a jumping off point. Most went north by the Assiniboine Trail to Fort Assiniboine on the Athabasca, and then struck off north and westward through what is now the Swan Hills area, and past the Peace River area. It was a year's journey of unbelievable hardships and hundreds of graves along the route testify to the toll it took. A cairn beside the Highway No. 18 between Barrhead and Fort Assiniboine pays tribute to the courage of these goldseekers.

Water transportation upstream often required long hours of tow service by men manning the barges.

The Calgary-Edmonton trail we know today was first originated by Rev. John McDougall in 1873 who, with his brother David, cut the northern part of a route to Edmonton by extending northward existing trails ending at Morley. The original trail crossed the Bear Hills and over the Red Deer River. When Fort Calgary was established in 1875, the trail went straight south from Olds to Calgary.

In July, 1883, the first regular mail service started between Edmonton and Calgary, with a fort-

nightly wagon making the jaunt. The first stage coach passenger service started the next month, taking five days each way for the trip.

First survey of this direct trail was made in 1886 and many stretches of that original road are still in use today as district roads parallelling the new hardtop highways.

The trans-Canada overland route might be the name given to the Edmonton-Winnipeg Trail, which came through Alberta with a stopping point at a placed named Victoria, which changed its name later to its present Pakan. Victoria was originally a mission, established in 1862 by Rev. George McDougall. The mission was joined by a Hudson's Bay Company trading post shortly after it opened.

Originally, goods were freighted up the Saskatchewan River to Fort Edmonton but the fast current took heavy toll of energy and speed as volume of shipments increased in number and size. They were shipped overland up the trail first used by Capt. Palliser and others, this trail becoming part of the famous Winnipeg Trail.

The arrival of the Canadian Pacific Railroad at Calgary terminated the usefulness of this route.

AGRICULTURE WAS FIRST

This group of ranchers and cowboys of the 1880's are typical of early Alberta settlers.

UNTIL THE LATE 1940'S, AGRICULTURE was responsible for more than 50 per cent of the net value of production for Alberta. The tremendous ranges of the early ranchers focussed public attention on the beef producing qualities of Alberta rangeland. Crown lands were in some cases leased for as little as a cent an acre, and huge herds of longhorn cattle ranged far and wide along the foothills.

Ranching in Alberta actually got its start with the signing of treaties by the Indians giving up rights to the land. Earliest ranching days were difficult ones, for hungry Indians, whose expected treaty cattle had not arrived as promised, made steady inroads on the herds brought in from the States. Such raids, as they increased under the tolerant eye of authorities unable to otherwise keep them from starving, caused the ruin of many ranchers.

A typical harvest scene, near Edmonton, at the turn of the century.

It is reported the first organized cattle round-up was held in southern Alberta in 1879, in the Macleod district. They managed to round up only some six hundred head. Later efforts to stock the vast ranges leased from the government brought huge trail herds from the States. Many of these were driven at such a rate the animals were exhausted on arrival and unable to forage for themselves. The winter season killed thousands.

In 1885, the Macleod district saw another roundup that has been termed the greatest ever held in the south. More than 60,000 animals were rounded up and branded. But the effort was thought too costly and henceforth smaller district round-ups were held, and branded stock allocated to rightful ranches.

The first agricultural fair in Alberta is reported to have been held at Macleod in October, 1886.

The earliest of these major ranching enterprises was the Cochrane Ranch Company (Limited) which established itself in 1881 about a mile west of the present town of Cochrane. By charter, this ranch received rights to 109,000 acres of range, and duty on cattle imported from the United States was exempt to permit proper stocking of the range. After initial setbacks the ranch flourished and eventually ownership of the rangland was acquired by Senator M. H. Cochrane. In 1906 almost the entire block was sold to the Church of Latter Day Saints for $6,000,000, the biggest land deal in Alberta to that time.

This picture was taken near Calgary in 1885, showing the latest in harvest equipment.

However, by the time the province was incorporated and had become a self governing unit, there were 650,000 acres of land under cultivation, distributed among 30,286 holdings. Many of these holdings were little more than a few acres cleared by a hardy homesteader in the bush of the northern sections of the province. Others were even then large tracts of open prairie in the south. Among them and from them, three million bushels of wheat were produced, 13 million bushels of oats and two million bushels of barley. Livestock was valued in excess of $27,000,000, and the province exported almost 90,000 head of cattle. Cheese, butter, poultry, and eggs were produced in export quantities and contributed to the basic agricultural foundation of the province which continues to this day.

Today, there are 46,000,000 acres of farm land occupied in Alberta, and more than half of this is improved land. Alberta has perhaps the largest reserve of unoccupied farm land of any of the provinces, with 22,000,000 acres waiting for development. There are about 80,000 farms in the province today and almost two-thirds of these are owned outright by the tenants. Last year, these farmers enjoyed a cash income of $477,000,000 from a gross income of more than a half billion dollars.

Alberta's glacial soils are generally divided into four classifications and effectively separate the general type of crop production throughout the province. They are the brown soil comprising 12:5 million acres; dark brown, 16 million acres; black, 10 million acres and the grey wooded soils, 110 million acres. Alberta's growing season varies, too. It ranges from 145 days in the southeastern sections to 70 days along the foothills and the area north and east of Athabasca. Temperatures may rise to 90 degrees in the south during the summer, and average 70 degrees in the cooler northern regions. Precipitation varies widely throughout the province, from only a few inches in the southeast to many inches in the north and west. Mean average is 11 inches.

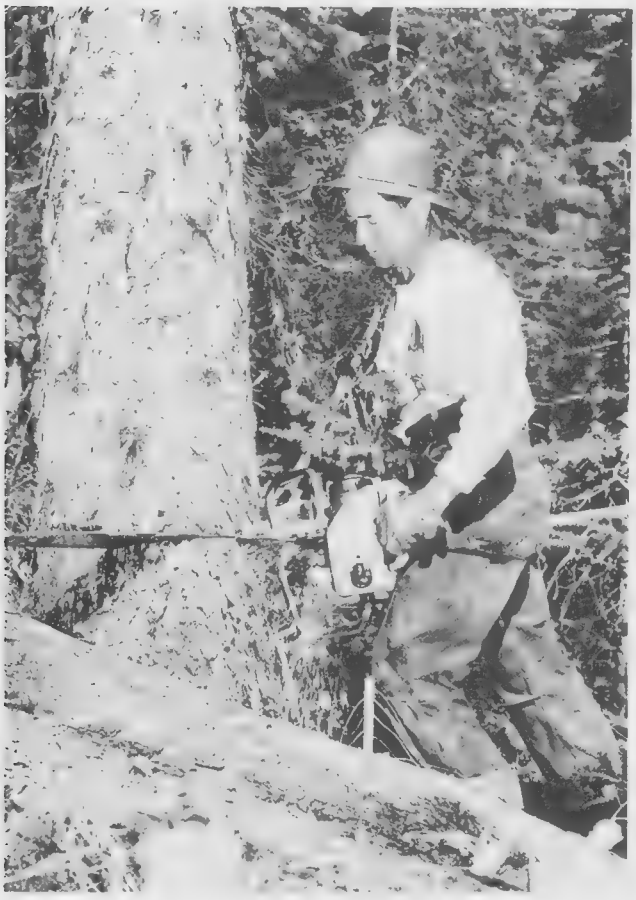
The ample water supplies of the province lend themselves to irrigation opportunities in the dry southern areas of Alberta. There are 15 separate irrigation areas, containing almost 100,000 acres of land, where specialty crops are raised. Sugar beets are produced in vast quantities to feed the large sugar refineries located in the southern areas.

Including all types of farms in Alberta, from large grain farms, small northern mixed farms, the irrigation farms, and all others, the average size is just under 600 acres. Owners of these farms have invested more than $390,000,000 in farm equip- The majority of them—about 50,000—are equipped with electric power, largely from co-operative consumer line networks stretching over the province.

Diversity of Alberta's agriculture today is illustrated by this huge stockpile of sugar beets outside a sugar refinery in southern Alberta in the irrigation area.

A view of the huge new pulp mill at Hinton, Alberta.

ALBERTA'S FOREST PRODUCTS



Modern power saws are used by today's woodsmen.

THE NATURAL CROP OF THE PROVINCE'S soil, timber is a major and growing factor in the Alberta economy. In the days of the Indians as sole western residents, the forests yielded lodgepole pine, to form the supports for the Indian teepees. Today, the 171,000 square miles of forested land, 11 per cent of Canada's total, in the province is being regularly surveyed, assessed as to its best economic use, and conserved on a regular harvest basis that pays attention to reforestation procedures. There are more than 125,000 square miles of forested land estimated to be productive timber area. Output from these productive areas gave employment last year to some 7,000 persons, who shared a payroll of $13,000,000. These people were active in industries that produced such things as veneers, plywoods, pulp, timber and poles, lumber, and other products. Research is constantly going on to utilize the discards of present processings.

Last year, 570 million board feet of forest products valued at $26,600,000 were processed, with about 68 per cent turned into lumber, 20 per cent into pulpwood and five per cent into plywood. The total production of the past year was sufficient to construct a row of medium sized bungalows on 50 foot lots down each side of the 180-mile long Edmonton - Calgary highway, along each side of the 77 miles from Calgary to Banff and a row on one side of the highway from Banff to Lake Louise. They could have been made from spruce, pine poplar which are the commercial lumber crop, or from balsam, fir, white birch, tamarack or others, harvested in quantity.

WEALTH BELOW GROUND

NOT ONLY ON THE SURFACE is Alberta's native earth productive and wealthy. Below the surface lies untold reserves of minerals valuable to man. In 1869, Nick Sheran was prospecting for gold near Lethbridge when he struck a seam of coal. Recognizing opportunity when he saw it, Mr. Sheran immediately forgot about gold prospecting and developed the coal seam into the province's first commercial coal mine. Most of the output was exported by wagon and boat, much of it into Montana.

As population increased, so did the demand for coal, and the industry thrived. In 1886, production was 43,000 tons. By 1906, output had reached a level of 340,000 tons and hit a peak of almost 9,000,000 tons in 1946. Since then, it has suffered a decline as petroleum fuels compete for the available markets. In 1958, production was barely 2,500,000 tons.

All types of coal are to be found in Alberta, including anthracite. It has been said that more than half the country's reserves of coal are to be found in Alberta's estimated reserve of 48,000,000,000 tons.

Other minerals are proving of increasing value in their contributions to the provincial economy. Bentonite, silica sand, bituminous sand, gypsum, cement, iron, salt, talc and even marble, are all being developed economically in Alberta.

Oil is, of course, the greatest of the mineral developments of the province and has contributed materially to its progress and wealth. About three-quarters of the annual gross value of $400 million dollars of mineral output may be credited to oil. Its history goes back to the earliest days of Alberta history when Indians were found using petroleum tar for domestic purposes.

Kootenai Brown, the famous rancher, guide and naturalist who lived near Waterton, collected seepages of oil in 1886 to sell at $1 a gallon as machinery grease to the nearby farmers. Subsequently, the first oil well in Alberta was drilled near that spot in 1902 and struck oil at 1,020 feet. The well produced 300 barrels a day for a short time. Remains of that first well may still be seen today.

Efforts to find water near Medicine Hat just 10 years previously brought about the discovery of gas in vast quantities in that district. It was so plentiful that, for a time, it was regarded as a nuisance until it was properly developed and became that city's greatest asset.

In 1914, oil was found in the Turner Valley to cause the first oil boom in Alberta. People lined the streets of downtown Calgary trying to buy stock in wells. Interest declined thereafter until 1924 when drilling revealed gas and naptha possibilities in the field. By 1942, the Valley had delivered 10 million barrels. The tremendous demand and poor conservation caused its rapid failure and new fields were sought.

Coal mining on the shore of the Saskatchewan river near Edmonton at the turn of the century.

Atlantic No. 3, near Leduc, catches fire as it "comes in" during the development of the newly discovered Leduc field.

9,200 VIGOROUS WELLS

THE DISCOVERY OF THE LEDUC field in 1947 marked the turning point in oil development in the province. New fields followed in quick succession, some large like Pembina, Redwater and Swan Hills, and others of lesser size. Today, there are 9,200 wells in Alberta capable of oil production, ready to draw from a known reserve of three billion barrels. Present production is about 800,000 barrels a day.

In addition, some 2,000 gas well are possible outlets for reserves of 27.7 trillion cubic feet of natural gas. Huge new export markets assure the future of the gas business in the province.

One of the greatest challenges facing oil recovery in Alberta today are the Athabasca tar sands, where tests have proven that 250 billion barrels of oil are locked in these hard, sharp edged sands, waiting only for a cheap and effective method of separation. Oil experts claim that the area, centred about McMurray, some 400 miles north of Edmonton, holds the world's largest single deposit of oil. Years ago, enterprising construction men used quantities of the oily sand as street surfacing, finding it easy to apply and of inexhaustable supply.

2,200 ALBERTA INDUSTRIES

One effect of the oil development in the province has been the development of industry, until today the value of its output exceeds that of agriculture. Value of manufactured products exceeded $880 million last year. There are 2,200 different manufacturing plants in the province producing materials ranging from textiles to plastics, from finished clothing to petrochemicals, from iron and steel in raw form to fabricated steel products, transportation equipment, tires, foods, beverages and many others.

TRANSPORTATION AND COMMUNICATION

THESE INDUSTRIES, large and small, are scattered throughout Alberta with naturally the largest concentrations in the cities. Communications between these manufacturing points and with places outside the province, has been facilitated with one of the most extensive systems of good highways in Canada. There are 3,900 miles of main highways of which about 2,700 miles are hard surfaced and the balance of all weather construction. There are 2,200 miles of secondary roads and 84,000 miles of district and local roads. The importance of the highway network is best appreciated when it is known there is an Alberta owned vehicle for every four persons and a passenger car for every family in the province.

Three major rail lines serve the province, the Canadian National Railway, the Canadian Pacific Railway and the Northern Alberta Railway serving the north. Five major airlines and many smaller charter airlines provide rapid and far flung communication and transportation. An excellent network of bus services link all communities. Only Edmonton's municipally-owned telephone system is not owned by the Alberta Government Telephones. The latter owns and operates the microwave system on which is carried much of the transmission of the province's six television stations as well as toll telephone lines. Seventeen radio stations also serve the people of Alberta, as do the six daily newspapers and more than 100 weekly papers.

Fine blacktop, four-lane divided highways serve Alberta's growing road traffic.

THE PEOPLE OF ALBERTA

This Alberta government suspension bridge over the Peace River at Dunvegan is a vital link in the north-south highway link in Alberta.

THESE PEOPLE OF ALBERTA—HOW many are they and where are they located? Altogether, there are more than 1,283,000 of them; 48% are of British origin; 17% American; 11% German; 9% Ukranian; 7% Scandanavian and 5% French, and most of them live in urban centres. There are 330,000 in Edmonton, 260,000 in Calgary, 33,000 in Lethbridge, 22,000 in Medicine Hat, 18,000 in Red Deer, 5,817 in Camrose, 4,476 in Wetaskiwin, 6,302 in Grande Prairie, 2,532 in Drumheller and 2,506 in the Alberta section of Lloydminster. The balance are located in the 87 towns and the 158 villages of the province, less the 300,000 who live on farms.

There are approximately five persons per square mile of area, in Alberta. This compares with 18 per square mile in Ontario, five in British Columbia, and New Jersey with 750 persons per square mile. The Edmonton area has the densest population, with almost 60 per square mile, followed by Calgary with 50 and Red Deer with 12. There are fewer than one person per square mile in the Peace River and McMurray areas.

These people spent $1.3 billion dollars in the retail stores of the province last year. By and large, they are a young people with an average age of just over 26 years. That they are living in a province with a future may be judged by the fact that per capita investment in Alberta last year was $1,030, or 1.5 times the national average of $664. Included in this investment total was some $269,000,000 invested in new buildings, most of which was for industrial expansion and new industrial plants.

Albertans commonly show a vigorous interest in their government and administrations. Senior government of course, is the federal government, where Alberta is represented by 17 members of parliament. Next is the provincial government. This is headed by the Lieutenant Governor, appointed by the Crown. The Hon. J. Percy Page, a long time Alberta resident and former member of the Legislature, currently occupies this post. His approval as expressed by his signature, must appear on all laws enacted by the elected legislators.

The mace, which sits before the Speaker in the Legislature during sessions.

The Legislature is comprised of 65 members, each representing a given area and portion of the population of the province, called a constituency. Federal and Provincial constituencies are not necessarily the same. When one party holds the majority of seats in the Legislature, they form the Government. The minority groups form the Opposition, whose duty it is to inspect and question for public benefit, all legislation proposed by the Government. New acts and regulations are passed by a vote with the Government, through its majority of Members, usually successfully approving its proposals.

Most governments go to the polls every four years for election. They may, at their discretion, call an election earlier than four years. They may not extend their office beyond five years.

The present Social Credit Government was first elected August 22nd, 1935.

The Government is headed by a Premier, who appoints a Cabinet. Each Cabinet member is chosen from among members of the Legislature, and is given the full time task of heading and directing one department of the government. His requirements are carried out by the permanent government staff called the Civil Service. Each department is headed by a deputy minister, who is a Civil Servant.

During the periods of the sitting of the Legislature, usually for about 60 days in February and March, the Ministers have the double duty of fulfilling their seat in the House and also continuing direction and administration of their departments. Ministers are paid $11,000 and receive an expense allowance of $1,500. The Premier receives $14,000. All members including ministers are paid $3,000 per session plus $1,500 expenses and $15 a day subsistence during the Session when away from home. Leader of the Opposition receives $2,500 extra. With no leader of the Opposition in this present Legislature, the four Opposition members each receive $625.00. Speaker of the House is paid $4,750 per Session plus $2,250.00 expenses and $15.00 a day subsistence during sessions. The Deputy Speaker receives $4,000 and $2,000.

Tradition requires much ceremony at the opening of the Alberta Legislature. Here, the Lieutenant Governor officially opens the sitting.

DIVISIONS OF ADMINISTRATIONS

A CLOSE AND EFFECTIVE RELATIONSHIP exists between the provincial government and the municipal governments of all types, in Alberta. This is necessary and desirable because of the administrative supervision and guidance given the smaller administrations by the government, and because of the government's interest in the disposal of public funds distributed to the various smaller governments in the form of grants and assistance, for such purposes as education, health, welfare, highways and other necessary services.

At the same time, much desirable uniformity in administrative procedures may be maintained to ensure an equitable and fair participation of all areas in provincial services.

The basic forms of municipal governments are cities, towns, villages, municipal districts, counties and special areas.

Cities must have a population of 6,000 or over. Until a few years ago cities could be so incorporated with lesser populations. They are governed by not less than six nor more than 20 aldermen, of an even number, half of whom are elected annually for a term of two years, and a mayor elected for a two-year term. This organization then appoints other officials to execute the council decisions and directions.

Towns must have populations in excess of 700, and are directed by a mayor, elected for a two-year term, and six councillors, two of whom are elected each year for a two-year term.

Villages must have not less than 50 occupied dwellings and may elect three councillors, one elected each year for a three-year term. The elected councillors choose from among themselves a mayor for each year.

Special Areas and Improvement Districts are sparsely populated areas under the direct supervision and administration of the provincial government through the Department of Municipal Affairs.

Municipal Districts cover the more thickly populated rural areas of the province, and average about 40 townships in size. If less than that in size, they may elect five councillors, one from each division. If greater, they may elect seven councillors. Elected councillors serving three year terms, choose annually the reeve from among themselves.

Counties are formed by the government, through the Lieutenant Governor in Council, on the request of the Council of a municipal district or a divisional school board. The boundaries of a county are co-terminal and the elected council administers all school, municipal and public welfare matters.

Water is used to advantage in Alberta for power development and for irrigation.

Any area of land in Alberta whether a community or a rural parcel, may be located by referring to indices defined at the time of the Western Canada Curvey. Start of the survey is at a north-south line some 18 miles west of Winnipeg, called the first Meridian. The Fourth Meridian forms the Alberta-Saskatchewan border.

Dividing these meridians are ranges, each six miles from the next. Townships are formed along these ranges, each township being six miles square, thereby forming 36 units of a square mile each. Each range is numbered westward from a Meridian, starting at No. 1 at the meridian.

Each of these square miles in the townships is called a section. And each section may be divided into four quarters, so named the northwest quarter, or the southeast quarter, for example.

So to locate land, refer to the quarter of a section, in a township, the range, and the meridian.

Edmonton, for example, is in Townships 52 and 53, ranges 24 and 25, west of the fourth meridian.

EDUCATION IS BIG BUSINESS

Students in Alberta schools benefit from centralized schooling, transported daily by fleets of buses.

WHETHER DONE ON THE BASIS OF county administration or otherwise, the business of education in Alberta is a major one. There are 4,100 school districts in the province, distributed among 59 school divisions. There are also 138 city, town, village, rural and separate school districts. They have a total of more than 8,500 classrooms. Filling these classrooms to overflowing are almost 262,000 students. On a less formal basis, the provincial Department of Education has almost 10,000 students obtaining their education through correspondence school courses.

One of the satisfactions of Alberta residents is the knowledge that no student need forego his education to almost any limit through lack of funds. More than a million dollars in grants, loans, scholarships, bursaries and other sources are available to any deserving student in the province to enable him to continue his education.

EVERYTHING FOR HOLIDAYERS

ALBERTA IS PERHAPS UNIQUE IN THE manner in which many of its natural resources lend themselves to ideal recreational pursuits. The sportsman finds the broad sweep of the farmlands an ideal source of splendid game bird shooting, while the rocky pinnacles of the Canadian Rockies present a challenge to the big game hunter rarely found elsewhere. The myriad lakes and streams, that go to make up about 7,000 square miles of the province's surface, are stocked with game fish including six varieties of trout; the type of whitefish called grayling, pike, pickerel and perch. All may be found in whopper size for their type.

The fowl hunter has more than a dozen types of ducks to use as targets, with the grain fed mallard the choice bag of any outing. There are three types of geese too, to challenge the patience and skill of the outdoorsman. Sharp tail grouse, bush partridge, pheasant, Hungarian partridge and snipe, all require a keen eye and deft handling of the shotgun.

In the peaks and valleys of the foothill and mountain areas hunters are attracted by the challenge presented by mule deer, northern whitetail deer, elk, moose, mountain sheep and mountain goat. On the plains are antelope in season. Bear, both black and grizzlie, are an attraction for some hunters.

Many fine lakes, daintily edged with sandy beaches and well equipped resorts, attract thousands of holidayers every year. For the more venturesome, fine trails and little known roads lead the way to beauty and scenic grandeur. More than 300 kinds of birds frequent the natural portions of the province, lending vocal beauty to the vast reaches of forest and prairie.

Alberta is a land of the future, and a land of the proud present!

A view of one of the many fine, sandy beaches in Alberta.

AN ERA OF IMPROVEMENTS

The history of Alberta makes fascinating reading from the time of the Indians and the voyageurs, through the era of the fur traders to the time of the homesteaders, the ranchers, the farmers, the railroads, the elevators, the packing plants, the discovery of oil and minerals, and their present day processing. All have made their contribution to the Alberta we know today, in a relatively short period—less than one century. Our American neighbor to the south has taken four to five times as long to reach its present stage of development; and Britain has taken perhaps twice as long again.

It might be interesting to speculate on which of the above list of developments was the most important factor in bringing us to where we are today.

Our sister province of Saskatchewan is basically a wheat growing province, and is sometimes called the "breadbasket of Canada" Our other immediate neighbor, British Columbia, is known principally for its lumbering, fishing and mineral development.

Alberta grows wheat. She has lumber. She has fresh water fishing. Our major oil discoveries of a scant 13 years ago have made a spectacular contribution. But basically her livelihood throughout has been mixed farming, and she has provided the main course of our meals. How much, or how little, progress might we have made had it not been for the dairy cow, the beef cattle and the humble pig?

It would be difficult to withhold the recognition due Alberta's livestock industry as the prime mover in our development. The story of cattle raising has the truly western flavor.

If we are to understand the impact of these benefactors of our economy—cattle and hogs—and what they will continue to mean, it will not be enough to look at the statistics of production figures. We must examine just what has been going on in the last two decades, both to and for these creatures; and as a result, what they have been doing for us.

A magnificent job has been done by the veterinary services in stamping out disease so that our herds of dairy and beef cattle have been rid of the scourge of Tuberculosis. They keep a watchful eye and act quickly at the first sign of Hog Cholera or Foot and Mouth Disease. Not only have millions of dollars been saved for our farmers but the health of all Canadians has been safeguarded.

The farmers, the breeders and feeders have made phenomenal advances. They have profited by experience and no longer waste their time and energy on cheap scrub stock. They know and select for their herds the choicest, thriftiest stock available. They provide sanitary, weather-protected housing for their animals. They feed scientifically, and they market their stock when they are in top condition. Canada has an enviable reputation for the quality of meats it produces. It is commonplace to hear the comment from visitors, "I have never eaten a steak or roast of beef anywhere with the flavor like you folks have here in Alberta." Canadian bacon is popular in the United States in competition with their own cornfed pigs.

Our stock raisers in Alberta have had invaluable assistance from the Alberta Department of Agriculture, the University of Alberta's Faculty of Agriculture and the Dominion Experimental Stations. With their scientific research going on continually into all phases of the industry, and a careful and patient compiling of records of results of experiments, they give strong support to our farmers.

Such efforts put into the production of livestock of high standards demand processing facilities of an equally high standard. Here again the past two decades have seen almost unbelievable advances in techniques of slaughtering, dressing, trimming, curing, cooking and packaging. We have come a long way from the primitive abattoirs and slaughterhouses of 50 years ago that were still clinging to methods that were centuries old and thought to be unchangeable.

Humane slaughtering of animals, which basically means rendering them unconscious with a minimum of fear and pain before despatch, has long been under study by the industry, both on this continent and in Europe. As experiments in a variety of methods proceeded towards successful application, a growing public opinion demanded legislation enforcing approved methods of more humane killing of animals. Happily the scientific approach has produced a solution to the problem that was not available a few short years ago. Improvements in technique will undoubtedly continue.

Perhaps the outstanding advance of the past quarter century has been in the curing of meats. History records many quaint stories of curing and preserving of meats that go back thousands of years. For instance centuries ago peasants prepared for the Easter Feast by burying fresh pork hams along the seashore in the fall and winter. After the meat was cured by the action of the salt water, it was dug up and smoked over wood fires. In England, within living memory, it was quite common for farmers to rub salt and saltpeter into hams and bacon and bury them in oats for as long as a year to get the desired result.

As recently as 20 years ago and even less, it was standard practise for the packing industry to cure bacon for 14 to 20 days and hams for 40 to 60 days. Now, bacon may be cured and smoked in three days, and hams in a week.

This speeding up of the curing process was due largely to the continuous research of the packer and the chemist. It can be easily perceived even by the layman that a tremendous saving in cellar space has been effected with the more rapid turnover. More important is the more effective control of cure and flavor and the elimination of spoilage constantly encountered in the long curing periods.

The same thing, of course, is constantly going on in the search for variety and palatability in preparing luncheon loaves and cooked sausage, weiners, and fresh sausage.

Too, there is the impact of the modern self-serve meat displays and the prepackaging in the packing plant that was formerly done by the meat market. Consider the protection for the consumer by refrigeration at the plant, the market and in her own home.

And finally there is the influence of the housewife. She has changed too; she no longer picks up the phone and tells the butcher she needs something for dinner and asks him what he's got and have him make the decision for her.

She has a budget, and she goes to market. Some go once a week to return with the car laden with groceries and meats staggering in bulk and variety. Others buy more frequently and in smaller quantities. But all pass up and down the aisles with a shopping cart picking and choosing items they know they like.

This great change has been brought about by prepackaging, and costly displays and effective lighting. But in our modern living the teamwork is required of our scientific, dedicated farmer and producer, the highly complicated techniques of the processor, the meat packer, the attractive displays of the market place, and the consumer who rules over all by her decision and selection; who purchases what the others have contributed in seeking to provide what she wants.

The foregoing is a quick but stimulating glance at the birth and growth of a great Western Canadian province and, as the narrator says on television, "We were there". Some of our readers have "been there" through much of it, but it is amazing to realize that Gainers "have been there" for 70 years, 14 years before Alberta was created a province, a unique achievement. When one goes through Gainers' modern, clean and efficient plant and chats with their keen, forward-looking staff, goes out around the market places and notes their attractive high class meat products on display and in popular demand, we hazard the guess that when the Alberta Centennial rolls around, Gainers will be there, still making history.

FACTS ABOUT ALBERTA

Population: 1,264,000 (December 1, 1959)
Total Area: 255,285 square miles.

Provincial Boundaries:

North: Northwest Territories (60th Parallel)
South: International Boundary (49th Parallel)
East: Saskatchewan Boundary (110 degrees west)
West: B.C. Boundary.

Alberta is about 800 miles long from north to south and about 300 miles wide from east to west at the longest and widest points.

Total Land Area	248,800 sq. miles
Total Water Area	6,485 sq. miles
Number of Villages	158
Number of Towns	86
Number of Municipal Districts	36
Number of Counties	12
Number of Cities	10

CITY POPULATIONS

	1959
Calgary, proper	218,418
Calgary, metropolitan	240,000
Edmonton, proper	260,733
Edmonton, metropolitan	303,000
Lethbridge	32,780
Medicine Hat	21,740
Red Deer	21,593
Grande Prairie	7,410
Camrose	6,042
Lloydminster	5,375
Wetaskiwin	4,836
Drumheller	2,632

Number of Parks:

National: 5 (Banff, Jasper, Elk Island, Waterton and Wood Buffalo).

Provincial: 40 (as of Dec. 31, 1959).

General Elevation: about 2,000 feet above sea level in east to about 4,000 feet in west (not including mountain areas).

Highest Point: Mount Columbia (12,294 feet).

Lowest Point: Shores of Lake Athabasca and Slave River (699 feet).

Average Mean Temperature: Ranges from 42.8 Degs. Fah. at Fort Macleod to 29.3 at Embarras.

Average Annual Rainfall: Ranges from 11.05 at Manyberries to 26.98 at Lake Louise.

Principal River Systems draining Alberta:

Saskatchewan River System: Saskatchewan River (1,205 miles long to head of Bow River); South Saskatchewan River (865 miles), Red Deer River (385) miles, Bow River, (315 miles), Oldman River (210 miles), Belly River (180 miles), North Saskatchewan River (760 miles), Battle River (330 miles).

Mackenzie River System: Peace River (1,195 miles to head of Finlay), Smoky River (245 miles), Little Smoky River (185 miles), Athabasca River (765 miles), Pembina River (210 miles), Hay River (530 miles).

Principal Lakes:

Athabasca (893 square miles; another 2,165 square miles in Saskatchewan), Claire (545 square miles), Lesser Slave (461 square miles), Cold (100 square miles; another 36 square miles in Saskatchewan).

TRANSPORTATION

Railways: (December 31st, 1959)

C.P.R.: Miles of main and branch track	2,196
C.N.R.: Miles of main and branch track	2,662
Northern Alberta Railways, track miles	923
Total	5,781

Air Lines:

Principal scheduled air lines (passengers)—T.C.A., C.P.A., Western, Pacific Western and Northwest, 31 other commercial licensed air carriers based at Calgary (6), Edmonton (11), Lethbridge (3), Medicine Hat (2), Wetaskiwin (2), and Cold Lake, Grande Prairie, Purple Spring, Falher, Arrowwood, Airdrie, Foremost and Red Deer.

Bus Lines:

Total bus route miles in Alberta	5,050
Greyhound bus route miles in Alberta	2,067

Highways: (December 31st, 1959)

Total mileage of provincial roads	89,472 miles
Bituminous-surfaced highways	3,143 miles
Gravelled highways	42,012 miles
Graded highways	20,868 miles
Earth highways	23,443 miles
Concrete	6 miles

Present Provincial Government:
Social Credit elected: June 18th, 1959,
Standing now according to parties:

Social Credit	61
Independent Social Credit	1
Conservative	1
Liberal	1
Coalition	1
Total	65

Alberta joined Confederation of Canada as province, Sept. 1, 1905.
Alberta Representatives in Dominion House of Commons, 17 Members of Parliament.
Alberta Representatives in Canadian Senate, six.
Capital City and Seat of Legislature: Edmonton..
Principal Racial Origin, (1951) British (48.1 per cent).
Principal Religious Denomination, (1951) United Church (29.4 per cent).

Premiers of the Province of Alberta

Hon. Alex. Rutherford, Premier,
September 2nd, 1905 to May 26th, 1910.

Hon. A. L. Sifton, Premier,
May 26th, 1910 to October 30th, 1917.

Hon. Charles Stewart, Premier,
October 30th, 1917 to August 13th, 1921.

Hon. Herbert Greenfield, Premier,
August 13th, 1921 to November 23rd, 1925.

Hon. John Edward Brownlee, Premier,
November 23rd, 1925 to July 10th, 1934.

Hon. Richard Gavin Reid, Premier,
July 10th, 1934 to September 3rd, 1935.

Hon. William Aberhart, Premier,
September 3rd, 1935 to May 23rd, 1943.

Hon. Ernest C. Manning, Premier,
May 31st, 1943 to the present.

Lieut. Governors of the Province of Alberta

Hon. George Hedley Vicars Bulyea	1905 - 1915
Hon. Robert G. Brett	1915 - 1925
Hon. William Egbert	1925 - 1931
Hon. William L. Walsh	1931 - 1936
Hon. Philip C. H. Primrose	1936 - 1937
Hon. John C. Bowen	1937 - 1950
Hon. John James Bowlen	1950 - 1959
Hon. J. Percy Page	1959 -

PRODUCTION FIGURES

	1949 $	1959* $
Total Net Value of Production	731,034,000	1,547,250,000
Value of Field Crops	288,261,000	365,645,000
Value of Livestock and Livestock Products	201,916,000	329,617,000
Gross Value of Mineral Production	113,728,425	378,143,000
Value of Crude Oil Production	58,999,936	308,632,155
Value of Natural Gas Production	2,558,989	25,956,000
Value of Coal Production	44,644,153	12,893,000
Gross Value of Manufacturing	371,995,000	880,200,000
Value of Production and Slaughtering and Meat Packing Plants	86,551,000	175,000,000
Value of Production of Petroleum Refineries	59,928,000	155,000,000
Value of Retail Trade	697,019,000	1,328,331,000
Total Value of Construction	285,400,000	799,568,000
Bank Clearings	2,279,483,011	9,260,001,026
Average Weekly Salaries and Wages	44.40	75.63
Per Capita Personal Income	1,008	1,550
Value of Tourist Trade	25,981,488	66,950,720
Number of Passenger Car Registration	130,945	314,000
Number of Telephones in Use	127,238	250,000
Number of School Rooms in Operation	5,915	9,407
Number of Students	160,821	261,554

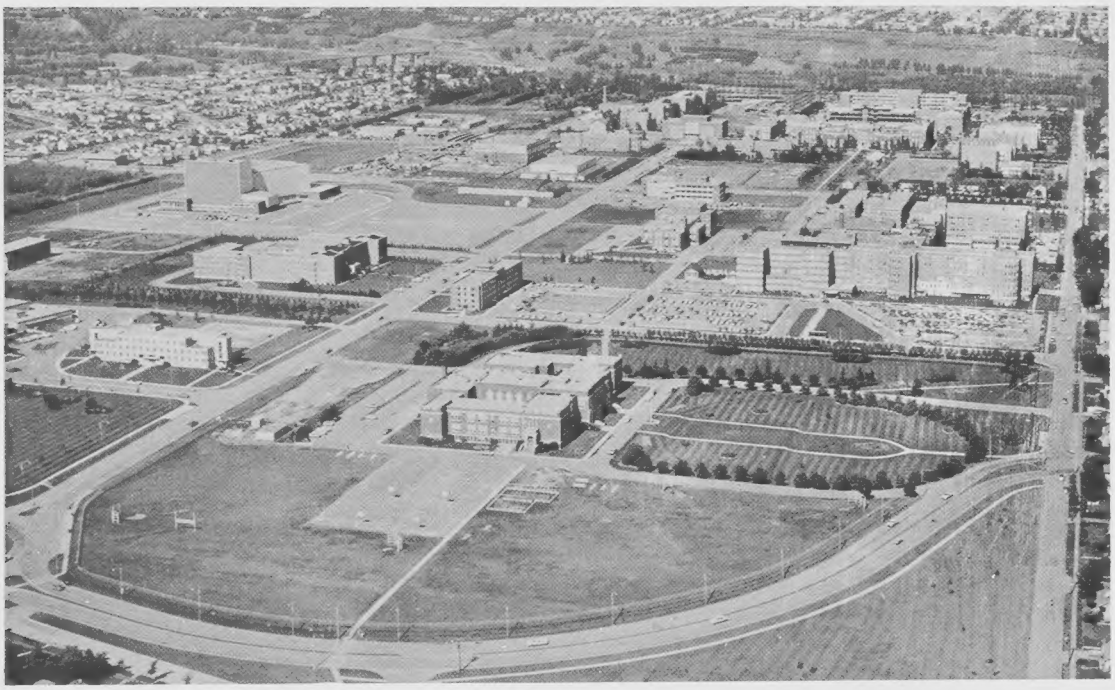
	1949	1959*
	$	$
Number of Teachers	6,945	10,855
Number of Daily Newspapers	6	6
Number of Weekly Newspapers	99	99
Number of Radio Stations	9	16
Number of TV Stations	----	5
Labour Force:		
Agricultural	117,000	108,000
Non-agricultural	217,600	358,000
TOTAL	334,600	466,000

*—Preliminary Estimates.

Trucks (registered in Alberta)

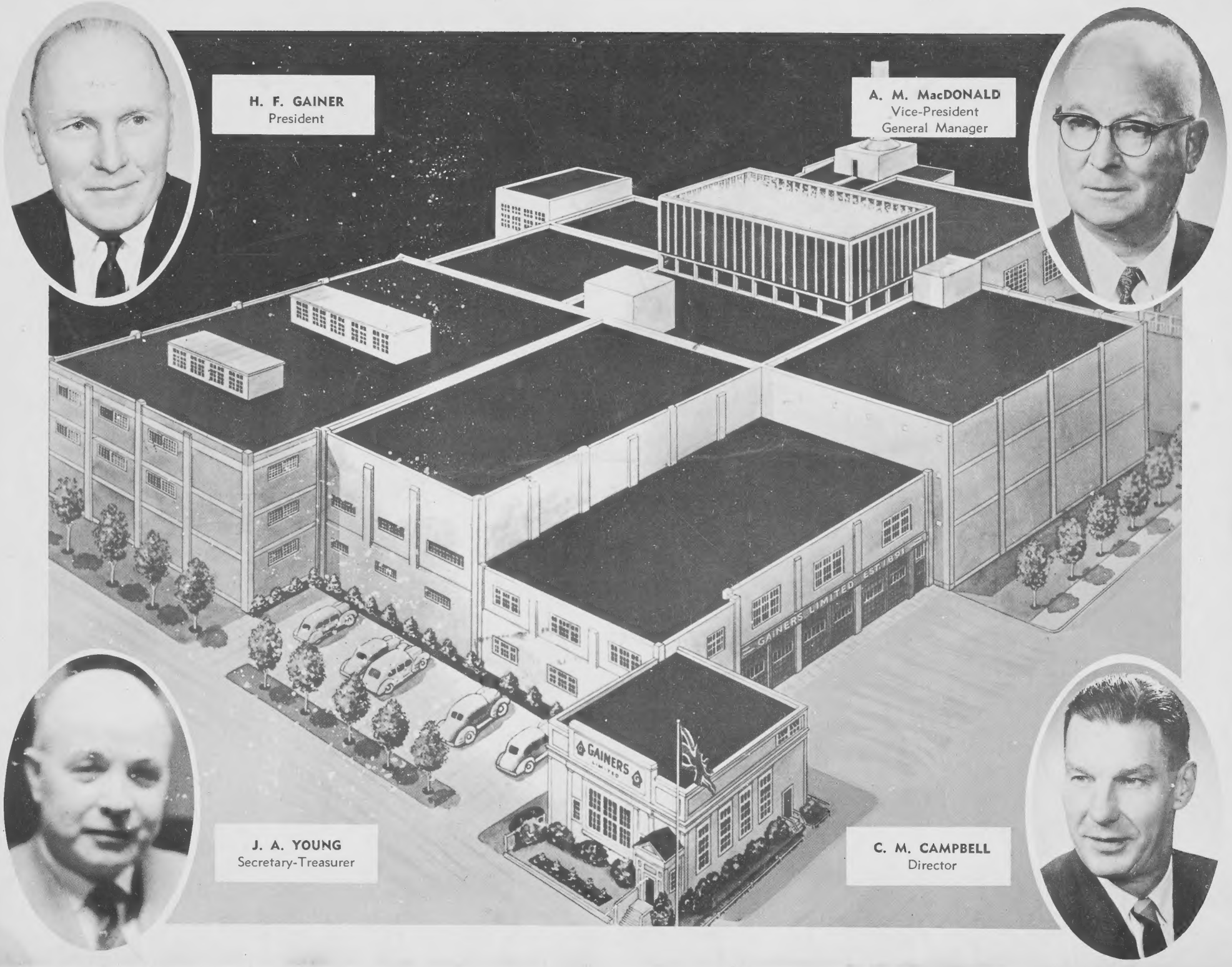
Number of Trucks, 1958	114,544
Weight of goods carried in Alberta, 1958, tons	51,369,000

Traffic mileage within province, 1958	737,937,000
Total Revenue, 1958	$62,976,000



This aerial view of a portion of the campus of the University of Alberta shows also a section of Edmonton stretching to the far background.

Mount Shephren in Banff National Park is a good example of the rocky granduer that lines the scenic Banff-Jasper Highway.


H. F. GAINER
President
A. M. MacDONALD
Vice-President
General Manager
J. A. YOUNG
Secretary-Treasurer
C. M. CAMPBELL
Director
GAINERS
GAINERS LIMITED ESTABLISHED 1891